

# **GROWING TOURISM IN THE GARDEN OF ENGLAND**

**A PARTNERSHIP WITH  
SEVENOAKS DISTRICT COUNCIL AND  
VISIT KENT**

# WHO IS VISIT KENT?

## Our Organisation:

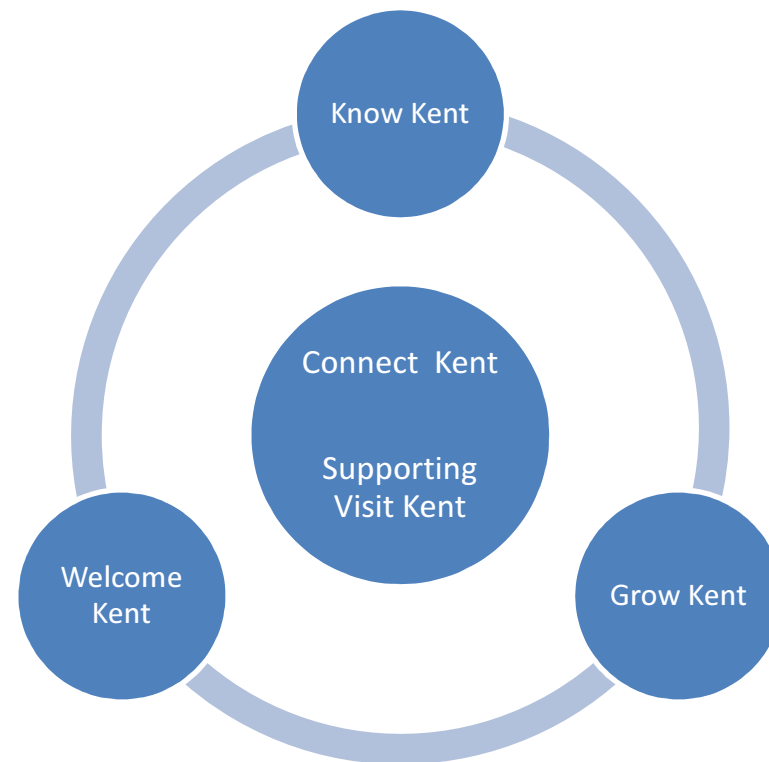
- A not for profit company
- Supported by County Council, Districts, Private Sector and European funding

## Our Objectives

To grow the visitor economy by:

- Increasing the visitors, encouraging them to stay longer, spend more and recommend Kent to others
- Supporting businesses to start up, expand, diversify and invest

## Our Activity



# WHY IS THE VISITOR ECONOMY IMPORTANT?



## Key Sevenoaks District Facts

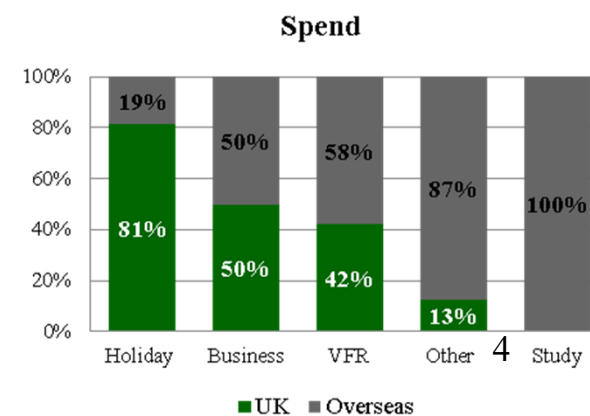
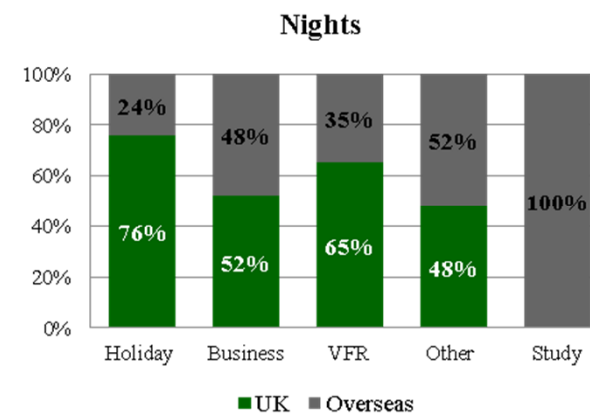
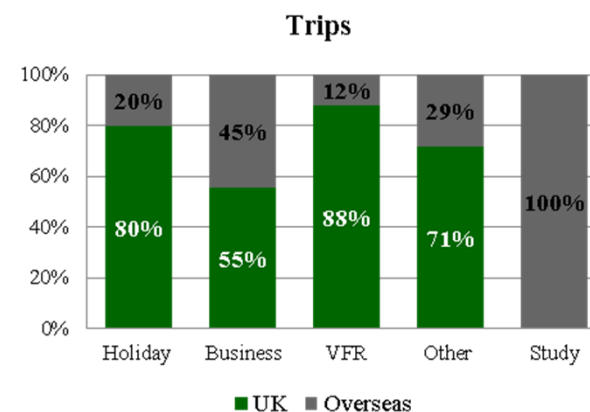
- Tourism, Leisure and Hospitality is the 4<sup>th</sup> biggest economy in the UK
- The greatest job growth in the UK over the last 2 years has been in tourism
- The forecast is that the domestic tourism is set to grow 5% each year and international tourism by 3% each year to 2020.

229,000	Staying visitor trips
762,000	Staying visitor nights
£41,362,000	Staying visitor spend
3,600,000	Day visits
£126,802,000	Day visitor spend
£168,164,000	Direct visitor spend
£9,893,000	Other related spend
£178,057,000	TOTAL VISITOR RELATED SPEND
£170,485,000	*ADJUSTED VISITOR RELATED SPEND
£49,854,000	Supplier and income induced spend
<b>£220,339,000</b>	<b>TOTAL VALUE OF TOURISM</b>
4,840	Estimated actual employment
3,474	FTE employment
11%	Proportion of all employment

# Sevenoaks District - Staying visits by purpose

Domestic tourists	Trips	Nights	Spend
Holiday	44,000	151,000	£13,169,000
Business	36,000	117,000	£7,081,000
Visits to friends and relatives	86,000	173,000	£3,155,000
Other	5,000	14,000	£177,000
Study	0	0	£0
<b>Total</b>	<b>170,000</b>	<b>455,000</b>	<b>£23,581,000</b>

Overseas tourists	Trips	Nights	Spend
Holiday	11,000	48,000	£3,035,000
Business	29,000	108,000	£7,090,000
Visits to friends and relatives	12,000	92,000	£4,347,000
Other	2,000	15,000	£1,212,000
Study	4,000	45,000	£2,097,000
<b>Total</b>	<b>59,000</b>	<b>307,000</b>	<b>£17,781,000</b>



## **WORKING IN PARTNERSHIP TO DELIVER RESULTS**

For Sevenoaks in 2014 Visit Kent has delivered :

- Over 30,000 website visits
- £85,000 AVE of press coverage in the UK and 450,000 euros of international coverage
- Generated 55 travel trade leads with key tour operators
- Delivered over 1,000 train passengers via Southeastern 2for1 campaigns
- Support over 12 businesses and delivered 2 industry events



*↑*  
CUSTOMISE  
your visit

You are here: [Home](#) > [Destinations](#) > [Sevenoaks](#)

## SEVENOAKS

Gorgeous stately homes, irresistible gardens, Roman remains and a picturesque landscape, including the rippling hills of the High Weald and the rolling North Downs, make this a swathe of Kent you can't afford to miss.

Sevenoaks wears its long history well, with its traditional Kentish architecture in its attractive

*recommended  
by visit Kent*



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**KENT GARDEN *of* ENGLAND** My Shortlists Login/Register English

THINGS TO DO | PLAN YOUR VISIT | DESTINATIONS | WHAT'S ON



*customise your visit*

You are here: Home > Things to Do > Riverhill Himalayan Gardens

## RIVERHILL HIMALAYAN GARDENS

Riverhill Himalayan Gardens, near Sevenoaks, Kent is an historic, listed hillside garden that the whole family will enjoy.

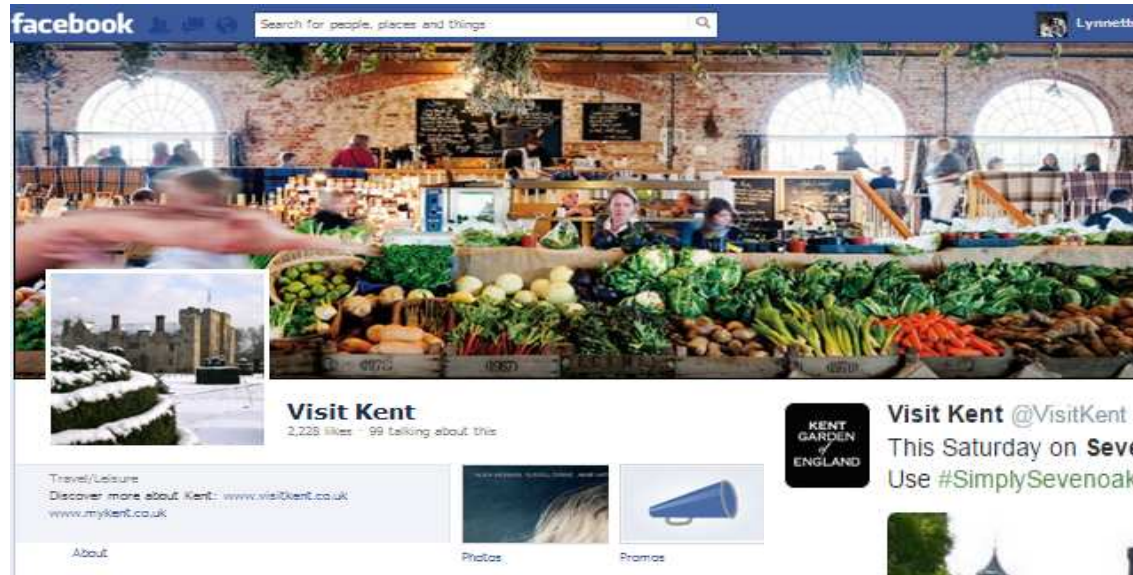
The gardens are renowned for carpets of bluebells in the woodland in early Spring, and a spectacular array of rhododendrons and azaleas in late Spring, as well as magnificent views



Done Internet 100%

# DIGITAL MARKETING

## NEWSLETTERS AND SOCIAL MEDIA



Visit Kent @VisitKent · Apr 16

This Saturday on **Sevenoaks** High Street tweet your selfies with the red bus! Use #SimplySevenoaks to enter prize draw!



8 4

View photo

Spreading the word about  
Sevenoaks

- Over 21,000 Twitter Followers
- Over 2,200 Facebook Fans
- Consumer database of over 80,000





# TRAVEL TRADE



- OUR PRICE INCLUDES**
- ✓ Executive coach travel
  - ✓ Dinner, bed and full English breakfast
  - ✓ Portage
  - ✓ Entry to Hever Castle
  - ✓ Entry to Chartwell
  - ✓ Entry to Penshurst gardens
  - ✓ Excursions as described in the Itinerary
- Entry fees not included unless otherwise stated  
Please note: This tour requires an element of walking and deemed unsuitable for wheelchair users

## Kent, Castles & Gardens

Discover the captivating essence of the Garden of England wending along lanes past lavender fields, orchards, vineyards and Oast houses. The Heart of Kent is English countryside at its best, a landscape of rolling hills and wooded valleys, orchards and vineyards, splendid castles, gardens and many historic houses

### ITINERARY

Day 1 Depart South Wales travelling to Sevenoaks.  
Day 2 An excursion to Hever Castle Discover 700 years of history at this romantic double moated, 15th century castle, once the childhood home of Anne Boleyn, second wife of Henry VIII, and mother of Elizabeth I. Explore 20 acres of formal and natural landscapes in these magnificent quintessential English gardens. The spectacular Edenstone gardens include topiary, Italian and Tudor gardens, walled Rose Garden, greenhouse and terraces and a 110 metre herbaceous border.  
Day 3 Today we visit Penshurst Palace and Gardens. Set in the rural Weald of Kent surrounded by picturesque countryside and ancient parkland, Penshurst Place and Gardens has changed little over the centuries. This medieval masterpiece has been the seat of the Stuyvesant family since 1552 and retains the warmth and character of a much-loved family home.

Another of Penshurst's splendour is the 11 acre formal walled garden, with records dating back to 1346. One of the oldest gardens in private ownership, it remains much as it was when constructed by Sir Henry Stuyvesant in the Elizabethan era.  
Day 4 A visit to Chartwell, the family home of Sir Winston Churchill for 40 years. Bought by Churchill for his magnificent view over the Weald of Kent, Chartwell was the home and the place from which he drew inspiration from 1924 until the end of his life. The rooms remain much as they were when he lived here with pictures, books and personal memorabilia.  
The walled garden reflects Churchill's love of the landscape and nature. They include the lake he called Lucy Churchill's Rose Garden and the kitchen garden. Many of Churchill's paintings can be seen in the studio.  
Day 5 Return to South Wales



### Best Western Donnington Manor Hotel

★★★★★

Countryside location • En-suite bedrooms • Air Conditioning • Satellite television • Iron & Ironing Board • Hairdryer • Telephone • Tea, coffee-making facilities • Bar • Restaurant • Lift to all floors • Indoor swimming pool • Jacuzzi • Sauna. [www.bw-donningtonmanor.co.uk](http://www.bw-donningtonmanor.co.uk)

### Departure Dates

Sunday	20th May	5 Days	£329
Sunday	17th June	5 Days	£329
Sunday	15th July	5 Days	£329
Monday	27th Aug	5 Days	£329
Sunday	20th Sept	5 Days	£329

Single room supplement £60



42 Book online at [www.edwardscoaches.co.uk](http://www.edwardscoaches.co.uk)



KENT GARDEN of ENGLAND [visitkent.co.uk](http://visitkent.co.uk)

# PARTNERSHIP CAMPAIGNS

- Visit England Horrible History Campaigns with the Independent
- Visit England Cycling Campaign with the Guardian
- Rural Campaign with the Evening Standard



ADVERTISEMENT HEADLINE  
**SO CLOSE TO LONDON,  
 SO MUCH TO  
 DISCOVER**



**Kent:** Simon Calder explores the delights of England's Garden in the south-easternmost corner of Britain, now only a swiftrail ride away

**B**EST OF BOTH WORLDS: MAKING KENT from the centre of London was so simple - and so close to the coast. High speed rail has been used for years as a way to get quicker and easier. The fast-rail journey makes the fascinating south-eastern corner of Britain a joy to reach, and explore. Less than 100 miles from London, Kent is a perfect mix of the modern and the traditional, with a rich history and a beautiful coastline. It's a place where you can enjoy the best of both worlds.



For those who love the outdoors, Kent is a perfect mix of the modern and the traditional, with a rich history and a beautiful coastline. It's a place where you can enjoy the best of both worlds. The Kent Garden of England is a place where you can enjoy the best of both worlds. It's a place where you can enjoy the best of both worlds.

© Kent Garden of England



# PARTNERSHIP CAMPAIGNS



6 week stand showcasing Kent at St Pancras in partnership with Southeastern and High Speed 1



# NICHE CAMPAIGNS

Looking at how to reach new or niche markets from golf to churches.

## Case Study : Kent Breakfast

- Encouraging use of local produce to give businesses and the county a competitive edge and keeping spend in the local economy



# NICHE CAMPAIGNS



# NICHE CAMPAIGNS - GOLF



**GOLF IN KENT**  
GARDEN *of* ENGLAND

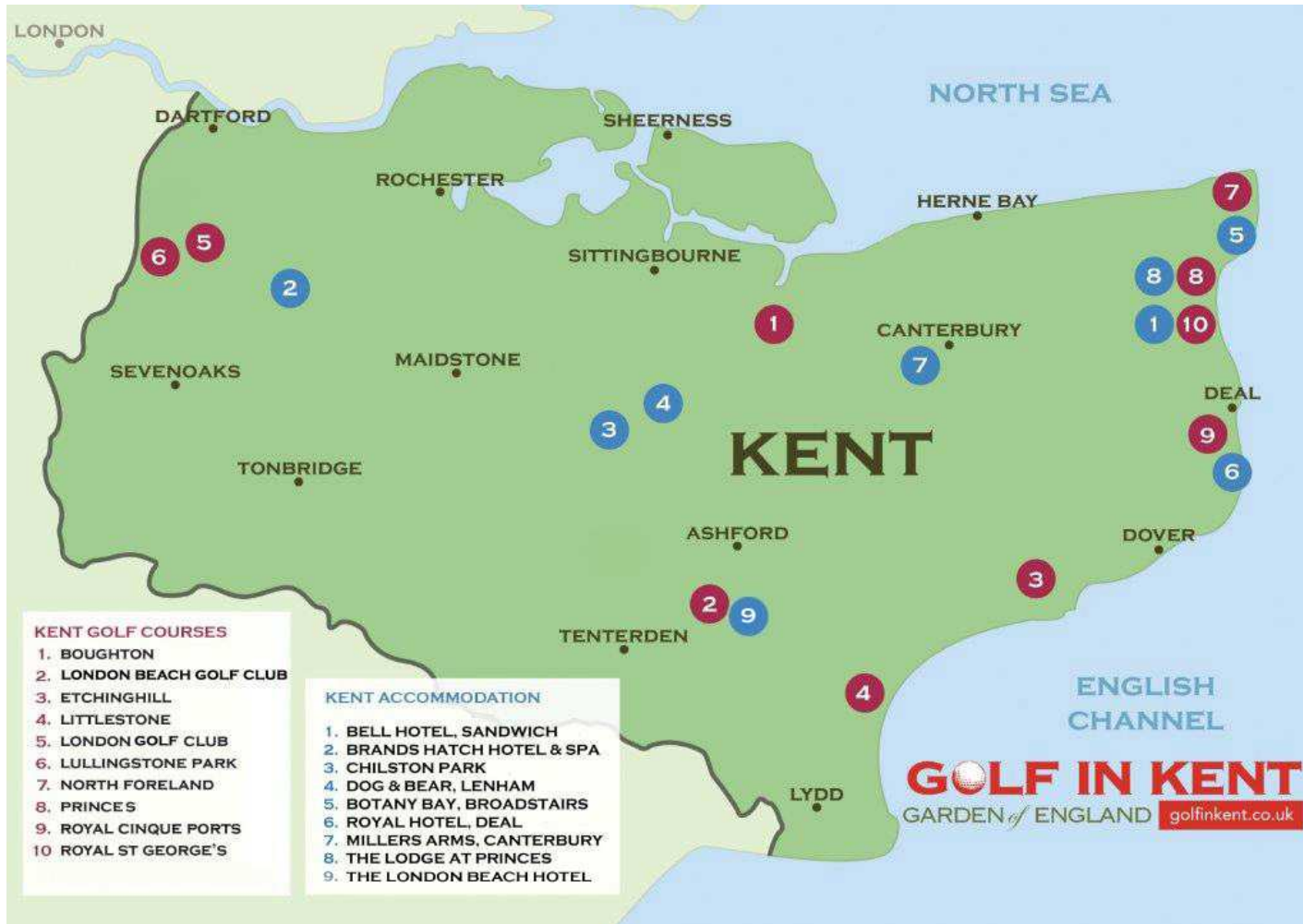
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# NICHE CAMPAIGNS - GOLF





# NICHE CAMPAIGNS - GOLF



Raise awareness of Kent as a golf destination through:

- PR
- TRADE
- CONSUMER MARKETING
- PARTNERSHIP

## RESULTS

- 10 Press trips
- 81 press features AVE £200,000
- 14 new golf packages developed
- IGTM and London Golf Show
- Database of 10,000 consumers
-

# KENT CONTEMPORARY

## DOMESTIC CAMPAIGN



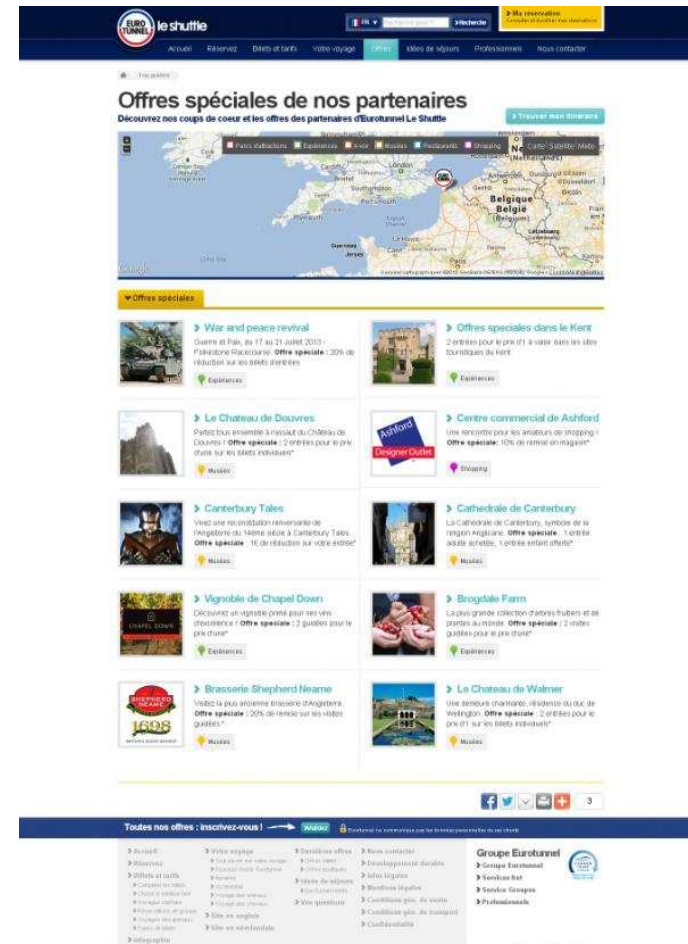
- Annual London outdoor advertising campaign
- Hever Castle one of the campaign's hero images
- Generated 350,000 additional visitors



# KENT CONTEMPORARY GOES GLOBAL

## INTERNATIONAL CAMPAIGN

- Partnership campaigns with P&O, DFDS, Eurotunnel, KLM
- Information about Sevenoaks promoted at overseas exhibitions, in overseas newsletters and Visit Kent international websites.



# TACTICAL CAMPAIGN



- HOME
- 2FOR1 KENT OFFERS
- HOW TO REDEEM
- BOOK TRAVEL TICKETS
- FAQ

southeastern

## KENT GARDEN *of* ENGLAND

southeastern

2 FOR 1 OFFERS WHEN YOU TRAVEL BY TRAIN

English Français

### 2 FOR 1 ENTRY TO RIVERHILL HIMALAYAN GARDENS

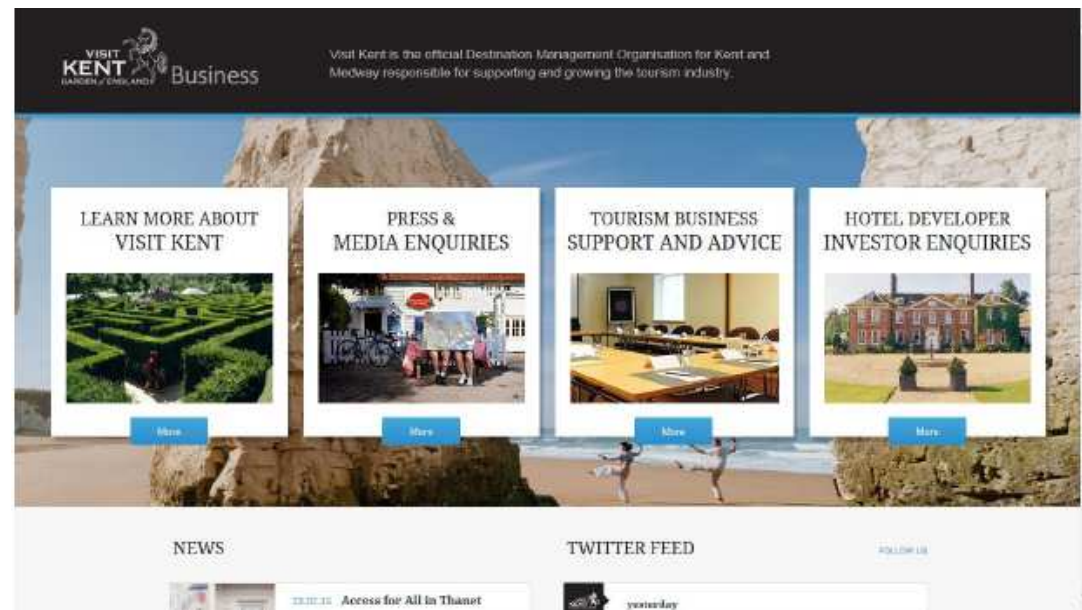


# BIG WEEKEND

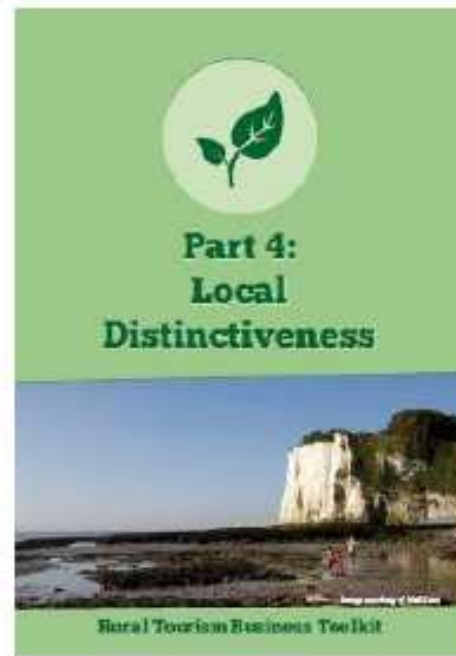


# TOURISM BUSINESS ADVICE SERVICE

- Online Toolkit
- Business Support
- Market Intelligence
- Training/Workshops
- Product Development
- Networking
- Mentoring



# TOURISM BUSINESS ADVICE SERVICE



# BUSINESS SUPPORT

- One to one business advice face to face, via the telephone or workshops
- From start ups to mature and growing businesses whether accommodation, attractions, or catering.
- Guidance on visitor needs, legal requirements, operational issues, and marketing
- Sign posting to other support



“When we decided to use our spare rooms for B&B we had lots of ideas and Visit Kent helped us build on these to take us to a high, professional standard.

“Peter Birnie, the accommodation and quality expert at Visit Kent Tourism Business Advisory Service, talked us through so many aspects of the business from upgrading the bathrooms through to the range of teas and even glasses of sherry guests would like to enjoy.

“By talking to Peter and following his suggestions we are able to give our guests an experience that matches the beauty of our historic farmhouse in its stunning setting.”

Mandy Webb,  
Eggpie B&B



# MARKET INTELLIGENCE

- Key facts and figures to support business planning, identify trends and opportunities
- Business Barometer – measuring and benchmarking performance
- Visitor Survey – helping to understand who our visitors are and what they want.



**Visit Kent's Business Barometer**

**Visit Kent's Business Barometer 2012  
End of Year Report**

Kent's 2011 Economic Impact Model showed tourism is worth £3.4 billion to the county and employs over 64,000 people who welcome over 57 million visitors each year. Tourism in 2012 was influenced by four major events, the Queen's Diamond Jubilee event in May, the Olympics in July/August, the Paralympics in August/September and continuous rain. Some displacement was seen as tour operators chose to steer clear of what they felt would be a busy and expensive destination in 2012, but many visitors came to the highly successful events during the year. The weather, however, reduced the number of day visits.

**2012 Summary**

**End of Year Comparison 2011/12**

Kent attraction visitor numbers	Down 6%
Kent serviced accommodation occupancy (RIBOS)	55.5% (down 2.6%)
Kent serviced accommodation occupancy (STR)	Down 1%
Kent self-catering unit occupancy	45% (no 2011 comparable)
TIC visitor numbers	Down 4%
Conference numbers	Up 8%
Cross channel passengers	Up 4.5%
Visit Kent B2B website visits	Up 28.7%
Visit Kent consumer website visits	Up 19.4%

**Visit Kent's Business Barometer**

The Business Barometer is a monthly performance snapshot of over 100 Kent tourism businesses

visit Kent Kent Local

Supported by the Mayor's Innovation, Tourism and Enterprise 2012-2015. Funded by the European Union. European Regional Development Fund.

# TRAINING AND WORKSHOPS



- Qualified providers of customer care courses
- Programme of free courses on digital and marketing
- Opportunities for subsidized Workshops such as the current series of Digital Tourism Breakfasts

# NETWORKING



# **GROWING TOURISM IN THE GARDEN OF ENGLAND**

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**ANY QUESTIONS?**